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*** Press Release ***

“Huge Success”: Jersey City’s On-Demand Bus Service Reaps Record-Breaking Results

NJ’s 1st ever On-Demand Public Bus Service Proven Highly Successful; Closing Transit Gaps and Expanding Connectivity for Residents

JERSEY CITY - Mayor Steven M. Fulop, and Via CEO and Founder, Daniel Ramot, will detail the unprecedented success surrounding the recent launch of Via, New Jersey’s first on-demand public bus service, at a press conference on Tuesday, March 10th at 10:30 a.m. ***The on-demand bus service has already provided more than 5,000 rides, with top routes and rider feedback indicating that residents and visitors are using the service to fill the gaps in the existing public transit infrastructure for both commuting and leisure purposes, key goals of the service.***

“We sought after an innovative solution to help fill our transit gaps and to further our overall vision of creating greater mobility, and therefore greater opportunities, for all residents. Via has proven to be the right solution, with record-breaking user numbers in just the first two weeks of operation,” said **Mayor Fulop**. “The results show that this is a more affordable option and often provides residents with more direct routes and closer drop-off points compared to the less reliable NJ Transit bus system.”

Via has experienced steady daily growth and high demand since launching in Jersey City, with an increasing number of both new and repeat riders. Ridership is strong during commuter hours, with more than 30-percent of trips to or from core transit hubs. Throughout the day, the service has a high volume of rides to major commercial destinations. Average wait times are less than 12-15 minutes.

“We are proud to partner with Mayor Fulop and Jersey City to meaningfully extend Jersey City’s public transit infrastructure,” said **Daniel Ramot, Via’s CEO and Co-Founder**. “In deploying Via’s on-demand transit solution, Jersey City is providing residents an affordable, efficient, and convenient transportation option that connects communities while reducing congestion and emissions. We are thrilled to see the service has been well received and is making great progress towards achieving its goals in its first days of operation.”

The service was purpose-built to complement and extend Jersey City’s existing public transit infrastructure while filling the gaps in areas that need it most. Transit hubs in Downtown Jersey City are vast, but the North and South regions of the city suffer from little access to public transit. The cost to expand traditional public transit infrastructure is significant and Mayor Fulop and his team identified Via’s

technology as an innovative solution that Jersey City could proactively introduce to create mobility for residents while taking private vehicles off the roads.

"We were spending upwards of \$275 a week on ride-hailing services to commute to and from work, using nearly 40% of our total income," said **Via rider Sara Parlman**. "Attempting to use the light rail was a challenge, as we walked 3 miles a day, doubling our commute time. Via has changed it all, and spending only \$10 a week on commuting each has been life-changing. I had been looking to buy a car for a while, but now I see no need. I appreciate the city and Via for recognizing those who could really utilize this service as it has made a huge difference in my quality of life!"

Using the Via mobile app, or a dedicated phone line for riders without access to a smartphone, residents, visitors, and commuters can book a shared ride. Via's advanced technology matches multiple passengers headed in the same direction into one of 15 high-capacity vehicles, and directs passengers to a nearby corner, or "virtual bus stop" for pickup. Vehicles are routed in real-time, minimizing detours to reduce congestion and emissions, while providing a highly-efficient rider experience.

Rides to-or-from Downtown cost \$2.00 and rides within the outer service zone start at \$2.00, plus \$0.50 per mile. The service operates Monday through Friday from 6 a.m. to 10 p.m. Riders can request a wheelchair accessible vehicle.

Today's press conference will take place at the City Hall Annex located at 1 Jackson Square starting at 10:30 a.m. Please RSVP to secure your spot for a Via van ride-along, with limited space rides will be provided on a first-come, first-serve basis.

About Via :

Via is re-engineering public transit, from a regulated system of rigid routes and schedules to a fully dynamic, on-demand network. Via's mobile app connects multiple passengers who are headed the same way, allowing riders to seamlessly share a premium vehicle. First launched in New York City in September 2013, the Via platform operates in the United States and in Europe through its joint venture with Mercedes-Benz Vans, ViaVan. Via's technology is also deployed worldwide through dozens of partner projects with public transportation agencies, private transit operators, taxi fleets, private companies, and universities, seamlessly integrating with public transit infrastructure to power cutting-edge on-demand mobility. For more information, visit www.platform.ridewithvia.com.

The partnership with Jersey City follows on the heels of several new deployments of Via's technology in the region. Via recently launched LGA Connect with the Port Authority of New York and New Jersey to reduce congestion at LaGuardia Airport, and announced a partnership with the New York City Department of Education to power NYC's school bus system.

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